

The Performance Amplifier Rubric: To quantify the *strategic* value of AI adoption beyond just "time saved."

Instructions: Identify which of the 4 Impact Categories your pilot falls into. Use the corresponding benchmarks to forecast the business lift

1. SELECT YOUR IMPACT CATEGORY

CATEGORY	DESCRIPTION	PRIMARY DRIVER
EFFICIENCY	Automating rote tasks (Data Entry, Scheduling).	Throughput: Doing the same work faster.
QUALITY	Reducing human error (Compliance Checks, Code Review).	Risk Reduction: Doing the work with higher accuracy.
INNOVATION	Generating new concepts (Ideation, Drafting).	Volume: Creating more ideas than before.
STRATEGY	Improving outcomes (Win Rates, Retention).	Growth: Moving a core revenue metric.

2. APPLY THE BENCHMARK (The Multiplier)

Once you know your category, apply these standard multipliers to forecast ROI.

- **Efficiency Lift:** Expect **15–25% increase** in throughput.
- **Quality Lift:** Expect **20–30% reduction** in error rates.
- **Innovation Lift:** Expect **10–20% increase** in speed-to-market.
- **Strategic Lift:** Expect **5–15% improvement** in core KPIs (e.g., win rate).

3. CALCULATE THE ROI (The Math)

A. The Cognitive Dividend (Savings)

- $(\text{Hours Saved/Week}) \times (\text{Hourly Cost}) \times 52 \text{ Weeks} = \$______ \text{Annual Savings}$

B. The Performance Amplifier (Value)

- $(\text{Baseline Revenue Metric}) \times (\text{Benchmark Multiplier \%}) = \$______ \text{Annual Lift}$

The Human Alpha Rule: Never frame the human cost as "expense." Frame it as "reinvestment." "We funded \$50k worth of Strategic Planning"